



# 4TH HONG KONG DIGITAL ADVERTISING INDUSTRY FRESH GRADUATE SUPPORT SCHEME

(Program 2018)

## 1st Career Talk

The Hong Kong Association of Interactive Marketing Limited (HKAIM) organizes the 4th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme (the "Support Scheme") from 2018 to 2021.

A total of up to 70 job vacancies over the 2-year span will be provided under the Support Scheme by local digital advertising companies for fresh graduates of relevant disciplines.

Hights of the Support Scheme

Career Talks

Portfolio Presentation Event

Continuing Professional Development (CPD) Training

Program Graduation Ceremony & Sharing Seminar

28 Sep 2018 (Friday) 18:30 - 20:30

> Room No. 1614, Li Dak Sum Yip Yio Chin **Academic Building** (AC2), City University of Hong Kong

Cantonese

Senior management from digital advertising companies are coming to share with you on the industry development trends, types of jobs that are available in the market, as well as job requirements and career prospects of the industry. Come join us to get the up-to-date industry news!

### Speakers:



Mr. Bernie Wong - Founder, Social Stand Limited Power of Story-telling on Social Media

With 15 years of professional experience in Digital Marketing and Advertising. Bernie specializes in digital & social media marketing, online advertising and content marketing. He also serves for WPP agency and Yahoo! US for advertising campaigns for global brands. He is the founder of Social Stand and worked with brands like Tempo, Gap, Disney and Volkswagen. He is also a university lecturer for advertising programme and the host of some RTHK's live programmes.

Register

NOW!



Miss. Diana Kwok - Digital Marketing Manager, Hotmob Limited Get On Board with the New Era of Digital Advertising

Diana is a passionate digital marketer and actively involves in social media, content and digital marketing. At Hotmob, Diana focuses on developing innovative marketing solutions and growth strategies to expand market presence. Prior to joining Hotmob, Diana has over 8 years of experience working in the retail, banking, publishing, digital broadcasting and OOH media advertising industry. She believes that keeping abreast of the changing digital environment and continuously acquiring new knowledge is key to mbe 'future - ready'.



Mr. Garron Chiu - Assistant Strategic Planning Director, Isobar Hong Kong When your day-to-day job is to break the rules

With over 7 years of Advertising in Hong Kong, Garron has spent his time working on regional and global clients specializing in shopper marketing, branding, digital communications and activations. He's constantly looking for the "creative before the creative". Figuring out human behavior in order to deliver creative campaigns that don't just change perception, but that change behavior. He currently helps in formulating strategic visions for campaigns and always-on communications, always looking through a consumer-first lens.







Supporting Media

















Oath:



Supporting Organizations and Institutions















































#### 4th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme - 1st Career Talk

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#### **Speakers:**

- 1. Mr. Bernie Wong Founder, Social Stand Limited
- 2. Miss. Diana Kwok Digital Marketing Manager, Hotmob Limited
- 3. Mr. Garron Chiu Assistant Strategic Planning Director, Isobar Hong Kong

Date: 28 Sep 2018 (Friday)

Time: 1830 – 2030

Venue: Room No. 1614, Li Dak Sum Yip Yio Chin Academic Building (AC2), City University

of Hong Kong

#### Don't miss the chance, for registration:

https://docs.google.com/forms/d/e/1FAIpQLSd7t\_nyxCwwxDW\_hoyraIrwil3LqeWgub30 rcSt-Wh48XnL-Q/viewform